

**CELEBRATING 55 YEARS**  
**Annual Report**

Early Head Start & Head Start

**IN THIS ISSUE....**

**Head Start celebrates 55 years!**

**Parental Engagement for  
HS & EHS families**

**Telling our Story**



**July 1, 2019-June 30, 2020**



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# SHORE UP!

## ABOUT US

***MISSION:*** SHORE UP! Inc. is dedicated to revitalizing communities and empowering individuals and families to maintain long-term independence and achieve economic security.

***VISION:*** SHORE UP! Inc. envisions a community where individuals and families have the opportunities and resources to live with dignity and achieve their fullest potential.

\*SHORE UP!'s Tripartite Board of Directors is as follows:

### BOARD OFFICERS



Elroy Brittingham, Chair



Craig Mathies, Vice Chair



William Dennis, Treasurer

### REPRESENTATIVES OF THE PUBLIC SECTOR

*Elroy Brittingham*

*Troy Brittingham*

*Josh Hastings*

*Craig Mathies*

*Diana Purnell*

### REPRESENTATIVES OF THE LOW-INCOME SECTOR

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*LaTrele Crawford*

*Lakesha Pinder-Jackson*

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*Michael Hoy*

*Dr. Jennifer Jewel*

*Carroll Mills*

*Dr. Bernita Sims-Tucker*

# MESSAGE FROM THE DIRECTOR



I am happy to report another year of progress for programs that have made an indelible mark on this community and throughout the nation. During this Fiscal Year, Head Start celebrated its 55th anniversary. If you wonder why the program has been in existence for so long, it's because since 1965, nationally and at SHORE UP!, the Head Start program has acted as a lifeline for low-income families, providing the resources essential for bridging the gap in school readiness, as well as emotional, social, health, nutritional, educational and psychological needs. Even during times of crisis, Head Start has never faltered, continuing to provide services to families. For those reasons, the Office of Head Start and the National Head Start Association has established a legacy across the US, and Head Start and Early Head Start programs in the seven counties SHORE UP! serves continues to build upon that legacy.

Parents have an opportunity to get their children involved in the agency's programs and take advantage of a tradition that has set the foundation for several head start alum who have become teachers, lawyers, doctors and a myriad of other professionals. How?

SHORE UP! begins by examining the entire family's current needs, administering programs which help individuals to support their children's early education, provide the best parental guidance to their children as possible, and to gain economic security. The organization also partners with families to find effective methods in dealing with challenges, like single parenting, illiteracy, homelessness, substance abuse, child abuse and neglect, health and nutrition, domestic violence, budget, finances, energy assistance, housing counseling and more. Pregnant women are also provided the necessary resources for healthy prenatal outcomes through the Early Head Start program.

SHORE UP! implements a Whole Family approach, assisting the entire family in combatting intergenerational poverty, moving towards achieving self-sufficiency. This Whole Family approach has three priorities: families achieving self-sufficiency through education and work, building family wealth through financial literacy, and supporting children's success through early learning.

This early learning begins in the Head Start and Early Head Start programs where children are prepared for success too. Toddlers ages zero to three receive social, emotional and cognitive development by attending the Early Head Start program. Children ages three to five are prepared for successful public school readiness, while staff work to meet their nutritional and developmental needs.

In Fiscal Year 2020, SHORE UP! served 761 children and their families enrolled in Head Start, along with 172 pupils and their families in the Early Head Start program. Included within our overall enrollment are disabled children, along with homeless children and more. After all, according to the National Head Start Association, "Head Start is the national commitment to give every child, regardless of circumstances at birth, an opportunity to succeed in school and in life."

Please join me in celebrating the accomplishments of Head Start and Early Head Start nationally and at SHORE UP! At SHORE UP!, we aid families in obtaining the opportunity to work, the opportunity to receive an education, and the opportunity to live a decent and dignified life.

**Dr. Corey J. Bowen**  
**Director, Early Head Start & Head Start**



## **Profile**

***At SHORE UP!, Head Start began in 1965. Early Head Start commenced in 2010.***

The agency operates 13 Early Head Start (EHS) and Head Start (HS) centers.

**Here's a timeline of some of the most significant events in EHS and HS history.**

**1978:** SHORE UP! was asked to become the sponsor for the Upper Shore Head Start Program, serving Kent, Queen Anne's and Talbot Counties. Later, the Upper Shore Head Start Program combined with the Worcester/Wicomico Head Start Program SHORE UP! operated, creating one centralized and uniform SHORE UP! Head Start Program.

**1991:** SHORE UP! was awarded the Somerset County Head Start Program. That same year, the agency began providing transportation services for Head Start children.

**2004:** SHORE UP! was awarded the Dorchester County Head Start program, providing an additional 180 placement opportunities for low-income children and families.

**2008:** SHORE UP! was designated to be the provider for an EHS (home-based option) in Dorchester County.

**2010:** SHORE UP! received funding to operate the EHS Program (both center-based and home-based options) in Somerset, Wicomico and Worcester counties.

**2015:** SHORE UP! Dorchester Early Learning Center, a combination-model EHS Program and Family Support Center, opened.

**2016:** As a result of the American Recovery and Reinvestment Act (ARRA—also known as "stimulus" money), SHORE UP! was able to add an additional 17 children to our Head Start Center in Crisfield, Md., located in Somerset County. Likewise, in Talbot County, the agency partnered with the Board of Education to relocate the Head Start Center in St. Michael's to St. Michael's Elementary School.

**2018:** SHORE UP!'s most recent successful completion of the Focus Area Two (FA2) review. This review demonstrates a program's effectiveness in implementing a high-quality program to promote positive outcomes and school readiness for children and their families.



## Policy Council

*EHS & HS programs build the foundation needed for success in life.*

As a part of the Policy Council, parents collaborate with staff to achieve the mission of EHS and HS. The mission of EHS and HS is to provide comprehensive, integrated, full-year services that promote school readiness for children from birth to five years of age. EHS focuses on children from birth to age three. HS attendees are ages three to five. The programs serve seven counties along Maryland's Eastern Shore-Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico and Worcester counties. Thanks to the following Policy Council members:

### **EHS/HS Policy Council**

Cullina Cornish, President  
Vivian Todman, Vice President  
Shyneika Baine, Treasurer  
Cameren Taylor, Secretary  
Nicole Frantz, Assistant Secretary

# School Readiness

The following are SHORE UP!'s six School Readiness goals for each domain. Domains are broad areas of learning for children from birth to age five.

1-All children will develop and display a sense of self-confidence in their abilities and a strong identity that is rooted in their family and culture. **(Social and Emotional Development Domain)**

2-All children will engage with literature and language at a developmentally appropriate level. **(Language and Literacy Domain)**

3-All children will show an interest in varied topics and activities, an eagerness to learn, creativity and independence in their interactions with activities and materials. **(Approaches to Learning Domain)**

4-All children will use observation and manipulation, ask questions, make predictions and develop hypotheses to gain a better understanding of information and activities in their surroundings. **(Cognition Domain)**

5-All children will demonstrate control of large and small muscles and develop healthy and safe habits. **(Perceptual, Motor and Physical Development Domain)**

6-All Dual Language Learners will demonstrate an understanding of, as well as use a variety of words in English and their Home Language to communicate their ideas, feelings and questions. **(Dual Language Learners)**

## 72%

**EHS SCHOOL READINESS**

School readiness data indicated that 72% of EHS children were meeting age expectations in the Social and Emotional Development Domain.

## 84%

**HS SCHOOL READINESS**

School readiness data indicated that 84% of HS children were meeting age expectations in the Social and Emotional Development Domain.



Children in SHORE UP!'s EHS program.

# Attendance

The following are the daily average attendance percentages for EHS, HS and the Dorchester Early Learning Center (DELIC).

Due to COVID-19, virtual learning began March 2020.

**85%**  
**EHS ATTENDANCE**



Classrooms in the Dorchester Early Learning Center.

The average daily attendance for SHORE UP!'s EHS program stood at 80 percent for FY20.

**85%**  
**HS ATTENDANCE**

The average daily attendance for SHORE UP!'s HS program was at 85 percent.

**87%**  
**DELIC ATTENDANCE**

The average daily attendance for children in SHORE UP!'s DELIC was at 87 percent.



The Dorchester Early Learning Center received some needed renovations in FY20.





**Individuals discuss tax preparation at SHORE UP!'s Central Office in Salisbury .**

## **Parental Engagement**

***SHORE UP! staff work diligently to ensure parents are fully engaged in their child's education.***

Staff also strive to prepare parents for economic security. Thanks to SHORE UP!'s many different programs, parents who need assistance to achieve long-term independence and economic security are eligible to receive these services:

- Through the Two Generation Whole Family Approach program, assisting families in combatting intergenerational poverty, families can further their education by obtaining a Commercial Driver's License (CDL), a Child Development Associate (CDA credential), as well as training in Phlebotomy and GED Prep.
- Financial education and coaching improves an individual's financial skills through the development of a budget and understanding the importance of credit.
- Free Tax Preparation assistance is offered to individuals and families with incomes less than \$56,000 annually.
- Income eligible families may receive Energy Assistance. The program provides payments for current or delinquent utility bills.
- Eligible low to moderate income households may obtain Weatherization assistance. Weatherization activities include energy audits on homes to determine how homes can be more energy efficient, repairs to homes at no cost and more.
- Families may also receive assistance in finding decent and affordable housing, pre-purchase or first-time homebuyer education and post purchase education.



**In conjunction with community partners, SHORE UP! provides an opportunity annually for parents to shop for their children and obtain financial tips.**

## **Parental Engagement Activities**

***"We visit stores like Walmart and have a financial literacy experience." Robin Hull, Family and Community Engagement supervisor***

A number of parental engagement activities occurred during FY20. Some of the more prominent activities included virtual field trips to the aquarium, virtual parent meetings and a financial budgeting field trip.

According to Robin Hull, Family and Community Engagement supervisor, the agency recently received a Bless Our Children grant from WBOC television. The \$4,000 grant, received annually, not only helps families to purchase Christmas gifts, but it also provides an opportunity for financial education.

"We select families that demonstrate the highest need on our enrollment priority list," says Hull. "We then visit stores like Walmart where we have a financial literacy experience." Some financial information that is addressed includes the comparison of prices, calculating costs, learning how to budget and spending money wisely.

# Services

The following services were provided to EHS and HS families.

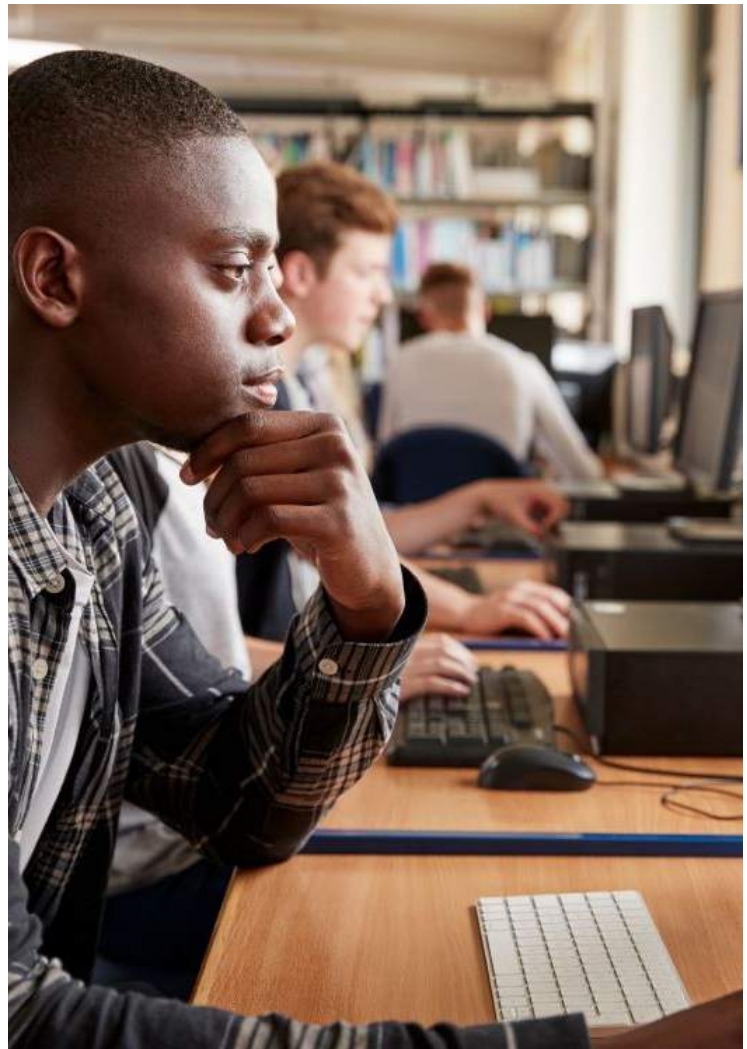
**ASSISTANCE TO FAMILIES  
OF INCARCERATED  
INDIVIDUALS**

**ASSET BUILDING**

**EMERGENCY CRISIS  
INTERVENTION**

**HEALTH EDUCATION**

**PARENTING EDUCATION**



EHS and HS parents can receive education and skills training from SHORE UP!

# Health Information

To the right are the number of parents currently enrolled and receiving monthly health and education services. Children in the program also receive medical, dental and mental assistance.

**350**  
HS

**102**  
EHS

**34**  
DELIC

## **SHORE UP! partners with Oral Health and Outreach to continue dental awareness during COVID-19**

The Eastern Shore Oral Health and Outreach Program for the State of Maryland provided dental supplies to over 800 children and their parents enrolled in SHORE UP! Inc.'s HS and EHS programs.

Christine Leo, director for the Eastern Shore Oral Health and Outreach Program, provided toothbrushes, fluoride toothpaste, dental floss, goodie bags, disposable masks, pamphlets on oral health for kids, a healthy smile guide, as well as educational handouts on maintaining good oral health during the pandemic and more.

Although COVID-19 prompted SHORE UP!'s HS programs to function using virtual learning, staff are continuing to push education and health awareness.

"When we are in session, children brush their teeth twice a day, after breakfast and after lunch," says Alexis Jackson, SHORE UP!'s Health and Disabilities supervisor. "Dental supplies can be costly, so we wanted to ensure that children and their parents have the supplies they need to continue good oral hygiene."



(l-r) Dr. Corey Bowen, Head Start director; Alexis Jackson, Health and Disabilities supervisor pictured with her four-year-old son, Mason Billie; and Christine Leo, director for the Eastern Shore Oral Health and Outreach Program



## **Financial Report**

*SHORE UP! is determined to be a low-risk auditee.*

The auditors' report expresses an unmodified opinion on the financial statements of Shore Up! Inc. The most recent report for the year ending June 30, 2019, included the following summary of audit results.

- No material weaknesses during the audit of the financial statements are reported in the Independent Auditors' Report on Internal Control over Financial Reporting, and on Compliance and other matters based on an audit of Financial Statements performed in accordance with Government Auditing Standards.
- No instances of noncompliance material to the financial statements of Shore Up! Inc., which would be required to be reported in accordance with Government Auditing Standards, were disclosed during the audit.
- No significant deficiencies relating to the audit of the major federal award programs for Shore Up!, Inc. are reported in the Independent Auditors' Report on Compliance for each major program and on Internal Control Over Compliance required by the Uniform Guidance.
- The auditors' report on compliance for the major federal award programs for Shore Up! Inc. expresses an unmodified opinion on all major federal programs.
- There are no current findings relative to the major federal award programs for Shore Up!, Inc.
- The programs tested as major programs include: Child and Adult Food Care Program - CFDA #10.558, Low Income Housing Energy Assistance - CFDA #93.568 8. The threshold for distinguishing Type A programs was \$750,000.
- Shore Up! Inc. was determined to be a low-risk auditee.

# Financial Information

## Revenue

**7,615,138**  
HS

**89,528**  
HS TRAINING

**2,054,808**  
EHS

**46,369**  
EHS TRAINING

**535,460**  
EHS DORCHESTER

**200,000**  
DORCHESTER FAMILY SUPPORT

**200,090**  
STATE SUPPLEMENTAL

**2,247,205**  
IN-KIND

**12,988,598**  
TOTAL

## Expenses

| Budget            | HS        | HS Training | EHS       | EHS Training | EHS Dorchester | DELG Family Support | State Supplemental | Total      |
|-------------------|-----------|-------------|-----------|--------------|----------------|---------------------|--------------------|------------|
| Personnel         | 4,410,977 |             | 968,316   |              | 240,313        | 108,148             | 99,789             | 5,827,543  |
| Fringe Benefits   | 1,363,644 |             | 341,070   |              | 55,934         | 33,262              | 36,993             | 1,830,903  |
| Communication     | 99,355    |             | 13,166    |              | 5,891          | 2,460               |                    | 120,872    |
| Travel            |           | 21,466      |           | 4,188        | 780            | 275                 |                    | 26,709     |
| Equipment         | 43,073    |             | 2,378     |              | 1,901          | 1,694               |                    | 49,046     |
| Supplies          | 104,523   |             | 29,284    |              | 14,354         | 3,380               |                    | 151,541    |
| Rent & Utilities  | 161,554   |             | 64,297    |              | 9,021          | 5,513               |                    | 240,385    |
| Contractual       | 14,353    |             | 376       |              |                |                     |                    | 14,729     |
| Vehicle Operation | 326,504   |             | 34,307    |              | 20,390         | 5,001               |                    | 386,202    |
| Facilities/Const. |           |             |           |              |                |                     |                    |            |
| Other             | 308,015   | 68,062      | 564,114   | 42,181       | 151,368        | 28,780              | 49,051             | 1,211,571  |
| Direct Cost       | 6,831,998 | 89,528      | 2,017,308 | 46,369       | 499,952        | 188,513             | 185,833            | 9,859,501  |
| Indirect Cost     | 783,140   |             | 37,500    |              | 35,508         | 11,487              | 14,257             | 881,892    |
| Inkind            | 1,783,825 |             | 251,768   |              | 211,612        |                     |                    | 2,247,205  |
| Total             | 9,398,963 | 89,528      | 2,306,576 | 46,369       | 747,072        | 200,000             | 200,090            | 12,988,598 |

# Telling our Story

In FY20, SHORE UP! worked dilligently to tell its positive story regarding EHS and HS. Branding, or the agency's image, was also honed with the use of new signage, advertisements and messaging. HS and EHS programs were featured on SHORE UP!'s Facebook and LinkedIn pages and on the following media outlets: PAC-14 TV, Star Democrat, Kent Island Bay Times and Record, Kent County News, 47ABC television and the Daily Times. Here's a look at some of the signage and ads that promoted the EHS and HS programs.

**ENSKRI JODIA!**  
DAYCARE GRATIS POU FANMI KI KALIFYE

**SHORE UP!**  
INC.  
Helping People. Changing Lives.

**Head Start**

**APLIKE KOUNYE A!**  
Head Start ak Early Head Start  
www.shoreup.org • 410-749-1142 ext. 341

Pwogram nan Head Start, Early Head Start nan sant SHORE UP! Inc. ofri fanmi ki kalifye sou baz salè yo, pitit yo, ansanm ak fanm ansent, anpil diferan aktivite sou edikasyon ansanm ak sèvis **GRATIS**.

- SHORE UP! Inc. ofri pwogram nan sèt avondisman nan Eastern Shore Maryland, ki gen ladann Wicomico, Worcester, Dorchester, Somerset, Queen Anne, Talbot ansanm ak Kent.
- Early Head Start** zero jiska 3 lane
- Head Start** pran timoun nan laj 3 jiska 5 lane.
- Head Start** prepare timoun yo pou Kindergarten, ede yo reponn bezwen devlopman ak nitrisyon yo.
- Early Head Start** bay fanm ansent enfòmasyon pou yo ka bay tete, prepare pitit yo pou yal lekòl, manje ki nitritif, ansanm ak resous ki nan kominote a.
- Nou an patenarya ak fanmi yo pou nou jwenn metòd ki ka ede rezoud pwoblèm paran selibatè, analfabèt, ak endjan, moun ki pran dwòg, timoun yo maltrète epi neglijè, sante ak nitrisyon, vyolans kont fanm elatriye.
- Kantite lajan ou resevwa nan travay ou kap pèmet ou kalifye pou sèvis sa yo.**

Panw apfite nan pwogram Early Head Start oswa Head Start, vizite [www.shoreup.org](http://www.shoreup.org), oswa rele 410-749-1142 ext. 341

Recruitment flyers were printed in English, Spanish & Haitian Creole.



Yard signs were placed throughout the area and at all EHS and HS sites.

**ENROLL TODAY!**  
FREE CHILDCARE FOR ELIGIBLE FAMILIES

**SHORE UP!**  
INC.  
Helping People. Changing Lives.

**Head Start & Early Head Start**

**APPLY NOW!**

www.shoreup.org • 410-749-1142 ext. 341

Digital ads ran on the website for Wicomico County's newspaper, the Daily Times.



A banner hangs at the agency's garage in Wicomico County.

**SHORE UP!**  
INC.  
Helping People. Changing Lives.

**Head Start & Early Head Start recruitment**

**APPLY NOW FOR SHORE UP!'S HEAD START & EARLY HEAD START PROGRAMS.**

Click the following link to complete an application: <https://secure.pro2000ml.org/lnappl.asp>  
To receive a hard copy application or for more information, call 410-749-1142 ext. 341.

**HERE'S WHAT YOU NEED TO KNOW...**

A new webpage included information about the programs. Potential applicants could also complete their application online. The website can be translated into seven different languages.

# FIND US...

HERE'S A LIST OF EARLY HEAD START & HEAD START FACILITIES..ALSO, PLEASE FIND & FOLLOW SHORE UP! ON FACEBOOK & LINKEDIN

## EARLY HEAD START CENTERS

### **Somerset County**

#### **Crisfield Center**

210 N. Somerset Ave.  
Crisfield, Md. 21817

#### **Princess Anne Center**

12549 Independence Court  
Princess Anne, Md. 21853

### **Dorchester County**

#### **St. Clair Center**

824 Fairmount Ave.  
Cambridge, Md. 21613

### **Wicomico County**

#### **Salisbury Center**

520 Snow Hill Rd.  
Salisbury, Md. 21804

### **Worcester County**

#### **Berlin Center**

130 Flower St.  
Berlin, Md. 21811

#### **Snow Hill Center**

6352 Worcester Highway  
Snow Hill, Md. 21841

## HEAD START CENTERS

### **Dorchester County**

#### **Hurlock Center**

6210 Shiloh Church/Hurlock Rd.  
Hurlock, Md. 21643

#### **St. Clair Center**

824 Fairmount Ave.  
Cambridge, Md. 21613

## HEAD START CENTERS

### **Kent County**

#### **Chestertown Center**

115 S. Lynchburg Ave. Ste. D  
Chestertown, Md. 21620

### **Queen Anne's County**

#### **Grasonville Center**

5441 Main St.  
Grasonville, Md. 21638

### **Somerset County**

#### **Crisfield Center**

210 N. Somerset Ave.  
Crisfield, Md. 21817

#### **Princess Anne Center**

12549 Independence Court  
Princess Anne, Md. 21853

### **Talbot County**

#### **Easton Center**

305 Glenwood Ave.  
Easton, Md. 21601

#### **St. Michaels Center**

100 Seymour Ave.  
St. Michaels, Md. 21663

### **Wicomico County**

#### **Eden Center**

30842 Eden/Allen Rd.  
Eden, Md. 21822

#### **Salisbury Center**

520 Snow Hill Rd.  
Salisbury, Md. 21804

### **Worcester County**

#### **Berlin Center**

130 Flower St.  
Berlin, Md. 21811

#### **Stockton Center**

5480 Stockton Rd.  
Stockton, Md. 21864

#### **Snow Hill Center**

6352 Worcester Highway  
Snow Hill, Md. 21841

**SHORE UP!**  
INC.



Helping People. Changing Lives.